

May 2003

CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

INTEGRATED WASTE MANAGEMENT BOARD

**LOCAL GOVERNMENT PUBLIC EDUCATION AND AMNESTY
DAY GRANT PROGRAM FY 2003/2004
APPLICATION**

Available to: Cities, Counties, City and County, Special Districts or Political Subdivisions, and Qualifying California Indian Tribes.

Applications must be postmarked or marked by a commercial carrier by Friday, August 8, 2003. Hand delivered, Late, Faxed or E-mailed applications will not be accepted.

**Maximum Points: 100
Applicants Must Score 70% (70 of 100 Points)
To Be Considered For Funding**

**Tire Recycling Grants Hotline Number
(916) 341-6441**

This page has been intentionally left blank.

APPLICANT INFORMATION								
Name: County of Tire Ville								
Mailing Address: P.O. Box 8801								
City: Tire City	County: Tire Ville	Zip Code: 90003						
Primary Contact/Title: Bob Flat/ Civil Engineer	E-mail Address: Bflat@Tire_Ville.us.org							
Telephone Number: (777) 202-3112	Fax Number: (777) 202-3232							
Secondary Contact/Title: Kevin McTire/ Public Works Associate	E-mail Address: KMcTire@Tire_Ville.us.org							
Telephone Number: (777) 202-3113	Fax Number: (777) 202-3231							
Legislative District Numbers: Assembly: 35		Senate: 01						
Federal Tax Identification Number: 90-5551142								
If a consultant completed the application, then provide the following information:								
Consultant Name:	Company:	Phone:						
Applicant Type: (circle or check one)		Funding Information:						
<input type="checkbox"/> City <input type="checkbox"/> County <input checked="" type="checkbox"/> JPA (MOU) <input type="checkbox"/> Qualified California Indian tribes <input type="checkbox"/> Other: _____ <u>(MOU attached in Appendix H)</u>		<table border="1"> <tr> <td>Grant funds requested</td> <td>\$50,000</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </table>	Grant funds requested	\$50,000				
Grant funds requested	\$50,000							

Provide a concise project summary: What; When; How; and Why (Limit 5 sentences).

The County of Tire Ville and the Cities of Tire Land and Retread will conduct a joint waste tire amnesty day event in April 2004 to reduce the illegal dumping of waste tires and to divert the tires from disposal in the nearby Dump Your Tires Valley. The event will be held at four separate locations for the convenience of local residents. Public outreach will be conducted to raise environmental awareness of the hazards associated with illegally dumped tires, the benefits of recycling tires, and proper tire maintenance. This event anticipates collection of approximately 10,000 waste tires, which will be recycled into crumb rubber.

Certification: I declare, under penalty of perjury, under the laws of the State of California that all information submitted for CIWMB's consideration for allocation of grant funds is true and accurate to the best of my knowledge.

Authorized Signature: Keith Wheels Date: July 25, 2003

Type or print name and title: Keith Wheels, Director of Public Works
(Title must be designated in the Resolution)

☒ KW Applicant certifies that, if awarded a grant, it shall, in the performance of the grant agreement, conduct its programs, policies, and activities that substantially affect human health or the environment in a manner that ensures the fair treatment of people of all races, cultures, and income levels, including minority populations and low-income populations of the State. (Please check box and initial.)

Environmental Justice

Public entities that receive grant funding from CIWMB for this grant program must comply with the following principles of Environmental Justice. Environmental Justice is defined in Government Code Section 65040.12(e) as: "...the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies." Senate Bill 115 (Solis, Statutes of 1999, Chapter 690) broadly requires all California Environmental Protection Agency boards, departments, and offices to conduct their "programs, policies, and activities that substantially affect human health or the environment in a manner that ensures the fair treatment of people of all races, cultures, and income levels, including minority populations and low-income populations of the state."

GENERAL CHECKLIST OF BUSINESS PERMITS, LICENSES AND FILINGS^(a)

PLEASE CHECK THE APPROPRIATE BOX FOR EACH PERMIT/LICENSE/FILING (DO NOT attach or include copies of the permits/licenses/filings. KEEP all permits/licenses/filings available for audit.)

Applicant/Grantee has this current valid Permit/License/Filing			
Applicant/Grantee will obtain and/or modify this Permit/License/Filing			
This Permit/License/Filing is not applicable for the business or the proposed project. Insert "N/A" in each applicable green box.			
N/A	LOCAL GENERAL BUSINESS		REGULATOR OR ISSUER
N/A	Land Use Permit/Zoning Clearance/Conditional Use Permit		City or County if unincorporated area
N/A	Building Construction Permit		City or County
N/A	Business License (not required for unincorporated county areas)		City
N/A	Fictitious Business Name Filing		County
N/A	Permit By Rule (PBR) for Permanent HHW Facilities or Temporary Collection Events		City, County or Cal/EPA-DTSC
N/A	ABOP Notification		CUPA or Cal/EPA-DTSC
N/A	Waste Tire Facilities Permit		Cal/EPA - CIWMB
X	Waste and Used Tire Hauler Registration		Cal/EPA - CIWMB
N/A	Hazardous Waste Haulers Permit		Cal/EPA - DTSC
X	Waste Hauler Permit		City or County
STATE PERMITS AND FILINGS			
N/A	Solid Waste Facilities Permit		Cal/EPA - CIWMB
N/A	State EPA Identification Number		Cal/EPA - DTSC
N/A	Industrial Activities Storm Water General Permit		Cal/EPA - WRCB
N/A	Waste Discharge Requirements		Cal/EPA - WRCB
N/A	Corporate, Company or Partnership Filings		Ca. Secretary of State
N/A	Authority to Construct/Permit to Operate		Air Quality Management District
N/A	Non-Profit Organization 501 (C) (3)		Secretary of State
N/A	Prop. 65 Safe Drinking Water & Toxic Enforcement Act		State Health & Safety Code 25249.10
FEDERAL PERMITS AND FILINGS			
N/A	US EPA Identification Number		US EPA
N/A	US EPA - NPDES and/or NSR Permits		US EPA
N/A	OTHER PERMITS		

(a) This list is not intended to be all-inclusive. Grant applicant may indicate additional information for other critical permits/licenses/filings not listed above.

NOTES:

(BACK)

GENERAL CHECKLIST OF BUSINESS PERMITS, LICENSES AND FILINGS^(a)

PUBLIC ENTITY CERTIFICATION: I declare under penalty of perjury under the laws of the State of California that the proposed grantee: 1) has or will comply with all applicable state, federal, and local laws, ordinances, regulations, license and permit requirements necessary for the proper performance of this grant; and 2) where compliance has not been met, have attached a letter describing what has been done to achieve full compliance.

Executed at Tire City, California on July 28, 2003
City and State Date

County of Tire Ville
Grant Applicant / Authorized Signatory Name and Title (print)

Keith Wheels
Signature of Grant Applicant / Authorized Signatory

Note: Falsification under penalty of perjury may result in criminal and civil penalties. In addition, pursuant to the terms of the grant agreement, any misrepresentations in the above certification shall constitute a breach of contract that could result in non-payment of grant funds to the grantee; relinquishment by the grantee of funds previously paid; termination of the grant; and/or placing the grantee on the Board's Unreliable Contractors List.

The application is self-explanatory and contains instructions. The Appendices section provides a sample Budget Itemization Form; a sample Work Plan; a sample Recycled-Content Purchasing Policy; a list of term and word definitions; a grant application checklist; amnesty day top sheet; and scoring criteria. A completed application should include answers to all thirteen (13) criteria as well as the following completed forms: Work Plan; Budget Itemization; Summary of Current and Previous Grant Awards; and a Resolution, Joint Power Authority (JPA), agreement or Memorandum of Understanding (MOU). To assist you, a sample application that includes some of our previous applicants' best responses has been posted on CIWMB's website at: www.ciwmb.ca.gov/Tires/Grants/Amnesty

**GENERAL CRITERIA
NEED
(Criterion #1 – 20 points)**

The grant application must clearly describe and demonstrate why the project should be funded (e.g. benefits, end results, etc.)

(10 pts.) Describe your project, why your organization needs this grant, and how your organization would benefit from the grant. Describe and document your need, and support the existence of the project need with data from surveys, maintenance and safety reports, studies, estimated number of tires that your project will collect, etc.

Illegal dumping of waste tires is a widespread and serious problem in Tire Ville County where approximately 10,000 waste tires are generated each year. This is about one third of all waste tires generated in California. While most are properly disposed or recycled, many are still being illegally dumped. These pose a serious threat to public health and safety as well as to the environment. They serve as a reservoir for rainwater, creating a nesting area for vectors and a breeding ground for mosquitoes that can spread encephalitis and other illnesses. They can also catch fire and are extremely difficult to extinguish, releasing significant amounts of thick, black toxic smoke. The result is not only urban blight but also significant costs to residents.

The northern part of Tire Ville County is a desert area known as the Dump Your Tires Valley. This area is a vast expanse of desert lands of approximately 3,000 square miles with many vacant properties. This situation has led to the rampant illegal dumping of waste, including waste tires (see photos in Appendix A) on these properties. In many cases, owners do want to clean up their property, but the high disposal costs cause procrastination. However, provided with the opportunity for free disposal or recycling, owners generally clean their properties. This has been demonstrated by residents' participation at community cleanups, household hazardous waste collection events, and waste tire collection events. Given the right opportunity, residents will make a difference.

To reduce the occurrence of illegal dumping of waste tires, the unhealthy consequences resulting from them, and to divert tires from landfills, the County of Tire Ville and the Cities of Tire Land and Retread have formed a partnership to conduct a joint waste tire amnesty day event in July 2003 in the Dump Your Tires Valley. The amnesty day event will be held in conjunction with the annual Dump Your Tires Valley Environmental Awareness Week to take advantage of the heightened community awareness and media attention. The amnesty day event will model the previous events conducted on April 2, 2002 and April 17, 2003. The Awareness Week is coordinated by the County of Tire Ville and Cities of Tire Land and Retread. The Awareness Week features activities that raise attention to various environmental issues in addition to working to instill good stewardship of our natural environment, and encourage community pride in the Dump Your Tires Valley.

Activities include a waste tire amnesty day event, household hazardous waste collection event, e-waste collection event, cleanup projects, free trash collection event at designated locations, and a Smart Gardening Workshop to teach residents about yard waste management practices. As a result of the Awareness Week, more than 700 tons of trash, 33 tons of electronic goods, and 107 tons of household hazardous waste were collected each in April 2002 and 2003. In addition, the amnesty day events were very successful, collecting 9,800 and 10,700 waste tires in April 2002 and 2003, respectively.

The number of tires collected demonstrates that there is still a need for conducting waste tire amnesty day events. Due to the expansive lands, there are thousands of tires dumped in these areas. And, as outreach continues to raise environmental awareness, more residents are willing to clean up their communities by collecting tires that were dumped by strangers and bring them to the collection sites. Therefore, due to the need to provide a means of disposal or recycling the County anticipates similar success in April 2003. This amnesty day event will use four separate collection sites to make participation convenient for residents. Tentative locations are the previous sites (photos in Appendix B) used for the event. These locations are:

- County facility at 1010 Fast Track Avenue, Tire City, Tire Ville
- County facility at 38972 Litter Way, Tire City, Tire Ville
- Business lot at 3885 West McAlister Avenue, Retread
- City facility at 59595 Old Cleanup Lane, Tire Land

Together, the collection sites will effectively serve all the residents of the Dump Your Tire Valley. The collection sites in the communities of Retread and Tire Land will be conducted on the Saturday of the Awareness Week from 9 a.m. to 3 p.m. The collection in the City of Tire City will be conducted from Monday through Friday of the Awareness Week with approximate operating time from 8 a.m. to 3 p.m. Awareness Week is scheduled for the latter half of April 2004. The County has secured a permitted tire hauler and recycler to operate the collection sites within the unincorporated area. In addition, they will collect the tires from all four sites, and recycle into crumb rubber. The Cities of Tire Land and Retread will operate collection sites within their cities.

Outreach will be conducted to promote the 2004 waste tire amnesty day event and provide education on the safety issues associated with illegally-dumped waste tires, proper maintenance of tires, and the benefits of recycling waste tires. The County has hired the marketing firm Creative Associates to develop, produce, and distribute outreach materials. Where possible, outreach materials will be in English and Spanish and be distributed to local businesses, government offices, and community buildings such as libraries and community centers. The County will also continue to work closely with local town councils and community groups to inform their communities about the events. The outreach will include:

- Flyers: 5,000 in English and Spanish
- Brochures: 3,000 in English and Spanish
- Billboards: 4 advertisements to be posted for a month
- Newspaper advertisements: Six advertisements in local newspapers
- Media Releases: Distribution to newspapers and radio stations
- Website [WWW.Tire_Ville. USA.com](http://WWW.Tire_Ville.USA.com)
- Hotline (1-800-TV-tires)

This event will help the community by encouraging residents to clean their neighborhoods of waste tires. This participation by residents leads to cleaner and safer communities in the Dump Your Tires Valley. It results in the removal of thousands of waste tires, which have either been

dumped or temporarily stored on properties, thereby eliminating the health and safety problems they had posed. This also instills a sense of pride in residents for the community, which leads to efforts to prevent illegal dumping from reoccurring.

(5 pts.) Address the overall environmental and health and safety need locally and regionally for this project. (e.g., clean-up of environmental hazards, decrease risk to public health and safety, increase efficiency, conservation of natural resources, usage by the public, environmental education, etc.)

The need for additional public education on proper tire care, apathy, and high disposal costs lead to waste tires being dumped on private properties further contributing to the problem. Currently, City and County forces are addressing the problem of waste tires with extensive cleanup and enforcement efforts under established regulatory guidelines and available funds. The County collects approximately 1,500 illegally dumped waste tires yearly from public right-of-ways in the Dump Your Tires Valley. Additional tires are collected by the Cities of Tire Land and Retread.

The dumping of waste tires also continues because of the ease in committing the illegal act. As mentioned above, the Dump Your Tires Valley is a vast expanse of desert lands, many of which are vacant. This makes it easy for some people to illegally dump without being seen during the act. These activities are difficult to prevent because of limited resources to patrol the large area.

If grant funding is not awarded, a waste tire amnesty day event may still be conducted, however, on a more scaled-down version to stay within budget constraints. This may also include scaling down the public outreach to be conducted. Waste tire amnesty day events (photos provided in Appendix C) are a very effective method for reducing the illegal dumping of tires, but these events compete with other programs for funds.

The County currently implements numerous other waste reduction and recycling programs with its limited resources. The County recognizes that these programs are necessary to comply with the State's waste reduction mandate, to protect the health and safety of residents, preserve our natural resources, and to ensure disposal capacity for Tire Ville County. However, as the County's resources are divided among the many programs, it is necessary for the County to continually seek additional funding.

The County currently funds or has funded other programs that address the problem of waste tires. The County does the following:

- Collects waste tires placed on public right-of-ways within its jurisdiction.
- Administers an Adopt-a-Highway Program where used tires dumped along designated highways are collected by community volunteers.
- Partnered with CIWMB in July 1999 to implement a two-year Pilot Illegal Dumping Enforcement Program to conduct illegal dumping prevention activities in the Dump Your Tires Valley. Activities included enhanced patrols by Sheriff's Volunteers-On-Patrol, stakeouts of identified problem areas by Sheriff deputies, and public outreach on illegal dumping to residents. In the Dump Your Tires Valley, 100 "No Dumping" signs and 156 Adopt-A-Highway signs were installed or retrofitted.
- Provides a hotline 1(800) TV-Tires and website WWW.Tire_Ville_USA.com with information on how and where to properly recycle or dispose of waste tires.
- Promotes a Sheriff reward system (for information leading to the arrest of illegal dumpers) actively at community events and through press releases.

- Distributes educational materials at community and environmental events encouraging residents and businesses to recycle and properly dispose of their waste, including waste tires.
- Conducts an elementary and secondary school program, which discusses illegal dumping in assembly presentations, and provides “education action kits” to teachers for use during their classroom sessions.
- Constructs demonstration projects which use recycled waste tires in construction of amenities at community facilities (Appendix D).

(5 pts.) Describe the impact on the community if funding is not received. Describe relevant past grants received from the California Integrated Waste Management Board and any relation ship to this proposal. (NOTE: Grants must also be listed in summary form on page 13.)

Illegal dumping in the Dump Your Tires Valley has been an ongoing problem for decades. Old furniture, appliances, tires, and other trash are frequently dumped in the vast open area (photos attached in Appendix A). While enforcement efforts have curtailed some of activity, the large expanse of vacant lands, and disposal costs induce many to continue their illegal dumping activity. The County considered passing an ordinance requiring mandatory waste collection service in the Dump Your Tires Valley to help alleviate this activity. But hundreds of residents at eight community meetings held in early 1998 had objected to mandatory service due to its imposed cost. However, these residents did want to reduce illegal dumping, but wanted the County to address the issue differently. Among residents’ suggestions to reduce illegal dumping was for the County to provide a means for free and easy disposal of waste.

To address illegal dumping, in 1996, the Tire Ville County formed the Dump Your Tires Valley Illegal Dumping Task Force, which meets on a monthly basis to discuss and coordinate illegal dumping prevention programs in the Dump Your Tires Valley. The Task Force is comprised of the Cities of Tire Land and Retread, various town councils, residents, local waste haulers, various County Departments (including District Attorney, Sheriff, Health Services, Regional Planning, and Public Works), and the Supervisor’s Office. This Task Force became the coordinating body for the Awareness Week. Many of its members greatly assisted the County in distributing the event information to their communities’ businesses and residents.

As previously mentioned, the County collects approximately 1,500 tires per year from public right-of-ways in the Dump Your Tires Valley and additional tires are collected by the Cities of Tire Land and Retread. Many more tires are observed on private properties by the Sheriffs, Public Works, and Health Services Departments while conducting their routine assignments. As such the County and Cities are aware that there is a need for conducting free waste tire collection events. In addition, the high level of resident participation at the previous events demonstrates a demand and need for waste tire collection events in the Dump Your Tires Valley. Many of the participants expressed their sincere appreciation for such events and the need to conduct more of them. This shows that people do care about their community and its environment and are willing to go the extra mile to properly dispose or recycle when given the right opportunity.

**GENERAL CRITERIA
GOALS AND OBJECTIVES
(Criterion #2 – 5 points)**

Goals and objectives must describe what you wish to accomplish by completing this grant project. The goals should reflect what you wish to accomplish, the related objectives show how you will achieve the goals and should be specific, measurable, relevant to the project, and time-limited. Please read the definitions for goals and objectives in the Appendices, Appendix D.

(3 pts.) What are the goals and objectives of the project? Tie to business/public goals and objectives.

Goal No. 1 Increase public awareness on waste tire management issues

Objective: The County will meet this goal by providing 5,000 brochures (sample attached in Appendix E) on tire management issues to automobile-related businesses, libraries, government offices, and community centers for distribution to residents in the Dump Your Tires Valley. The brochure covers tire recycling, health, and safety problems associated with illegal dumping, and proper tire maintenance. To determine the success of the overall impact of the public outreach, the participants of the waste tire collection event will be surveyed to determine their general awareness of tire issues and to determine which forms of outreach they received.

Goal No. 2 Reduce the illegal dumping of waste tires

Objective: Through effective public outreach and free waste tire amnesty day events, the County and Cities aim to reduce the illegal dumping of waste tires. This success will be measured by the number of participants and the number of tires collected at the events. The results of the previous events are summarized in the following tables:

April 21, 2002 Waste Tire Amnesty Day Event

<i>Jurisdiction</i>	<i>waste tires collected</i>
County of Tire Ville	9,800

April 27, 2003 Waste Tire Amnesty Day Event

<i>Jurisdiction</i>	<i>waste tires collected</i>
County of Tire Ville	6,319
City of Tire Land	3,640
City of Retread	746
Total	10,705

Goal No. 3 Reduce the number of tires disposed in landfills

Objective: As with most cities and counties in California, Tire Ville County is facing diminishing landfill capacity. The County's goal of reducing tire disposal will extend the life of landfills. To meet this goal, the County and Cities will provide the free means for residents to recycle their tires, encourage residents to recycle through the additional outreach, and continue to use waste tire derived products. The waste tires will be recycled into crumb rubber to be used in products such as rubberized asphalt or playground mats.

(2 pts.) How was identified need as described in Criterion #1 determined for this project? For example: community workshops, planning sessions, user input, surveys, etc.

The County has determined the need for conducting waste tire amnesty day events through several means. Routine patrols by the Sheriffs and Public Works Departments have located many areas where tires have been dumped. Local enforcement personnel of the Cities, the County, and CIWMB have been aware of permitted and unpermitted stockpiles of waste tires in the area. Tires dumped on County right-of-ways are removed by County crews.

In addition, residents have communicated the need to remedy the illegal dumping problem to the County and local town councils and have asked for help to resolve the problem. Residents have requested a solution to this for decades and were very adamant in the 1998 communities meetings mentioned above. Lastly, we have also determined that there is a need for waste tire amnesty days due to the large turnout at the previously conducted amnesty day events. Hundreds of residents participated by bringing in many tires for recycling. They also show their sincere appreciation at having the opportunity to recycle the tires for free.

**GENERAL CRITERIA
WORK PLAN
(Criterion #3 – 5 points)**

Provide a specific list of all tasks (activities) that will lead to the completion of your project.

(2 pts.) Describe your Work Plan. What activities, steps or tasks (activities) will you take to implement your Work Plan? Explain how you can complete this grant program within the specified term of the grant. Identify staff and their role in the project.

To conduct the waste tire collection event and meet the County's objectives, a contractor, Creative Associates, was hired on June 9, 2003, to conduct ten waste tire amnesty day events throughout the County. This Contractor will also conduct the event in the Dump Your Tires Valley in April 2004. This Contractor will be directed by County staff who have coordinated and conducted the successful April 2002 and 2003 waste tire amnesty day events and have experience in contract management. This event will be conducted whether or not the County and Cities are awarded grant funds; however, as previously mentioned, due to budget constraints the scope of the event may be on a smaller scale. Specific tasks for this project have been formulated to ensure that the objectives are met. These tasks are:

Task One – Educational Material

To minimize costs, the recently redesigned brochure (attached in Appendix E) on waste tire management will remain largely the same and be reproduced in quantity of 5,000 units. This is an attractive brochure that meets the County's educational objectives. This will be distributed with the event flyer in late March 2004 and will continue to be distributed at selected functions after the event. Staff at the event will survey the participants on waste tire issues. The survey data will be compared with data from the previous events to determine the effectiveness of the educational materials.

Task Two – Event Outreach Material

To promote the event, flyers, billboards, media releases, newspaper advertisements, and website pages will be redesigned by the County's contractor using the previous years samples (attached in Appendix E) as guides. By conducting a joint event the County and Cities will consolidate their outreach to be more effective. The development will begin in February 2002, and distribution of the flyers will begin in late March 2004 and continue through April 2004. Distribution will be to government offices, businesses, and community buildings. The County will also request the assistance of the various town councils to assist with outreach. The placement of the billboards, website, and initial media release will be conducted one month prior to the event. Near the week of the event, six newspaper advertisements will be placed, and an additional media release will be conducted.

Task Three – Waste Tire Amnesty Day

The Contractor will provide staff for the two County sites and the Cities will provide staff for their sites. Each site will have approximately five field laborers, one traffic controller, one field supervisor, and one County or City representative. Each team will arrive at their site at least an hour prior to the scheduled opening to make preparations including setup of traffic cones, signs, tables, etc. Traffic controllers will direct vehicles into the site to ensure that surface traffic is not disrupted. The field laborers will unload tires from vehicles and load them into the trailers. The field supervisor and the County or City representative will be responsible for the smooth operation of the event. The Contractor will also provide a tire hauler and recycler for all the collection sites. These tires will be taken to a recycling facility where the tires will be ground into crumb rubber for use in beneficial products.

Task Four – Program Monitoring and Evaluation

The County will monitor the progress and efforts of the Contractor for quality and efficiency. County personnel have experience in conducting these events. This experience coupled with the close working relationship with the Contractor will help reach the objectives set for the event. Past events have been successful. To continue this momentum and to meet residents' expectations and make a difference, the County demands excellent work out of its Contractor and staff to conduct another successful event. After the event, the project will be evaluated to determine the effectiveness of the efforts and strategy.

The Contractor has obtained a permitted tire hauler to collect the tires from the four sites and recycle them into crumb rubber. The Contractor shall also develop and distribute outreach materials to promote the event. This also includes promoting the event to the local media and the developing the website. The Contractor has experience in conducting public outreach and has secured a subcontractor who has conducted waste tire amnesty day events for other cities in Tire Ville County.

**LOCAL GOVERNMENT WASTE TIRE PUBLIC EDUCATION AND AMNESTY DAY GRANT PROGRAM
WORK PLAN (3 pts)**

The Work Plan is a part of Criterion #3 and the task numbers and budgeted amounts must match your Budget Itemization Form.
If additional space is needed, the Work Plan form may be reproduced as necessary.

Task	Task Description	Budget	Product or Results	Staff/Contractor	Time Period
1	<u>EDUCATIONAL MATERIAL</u>				
a.	Print 5,000 educational brochures	0	5,000 brochures	Contractor	March 2004
b.	Distribute brochures	0	Distribution of brochure	Contractor/Staff	March – Apr 2004
c.	Develop and print survey cards	2,000	Survey for event	Contractor	April 2004
d.	Survey participants at event	0	Conduct survey	Contractor	April 2004
2	<u>EVENT OUTREACH MATERIAL</u>				
a.	Develop and print 5,000 flyers	3,200	5,000 flyers for event	Contractor	April 2004
b.	Distribute 5,000 flyers	0	Distribution of flyers	Contractor/Staff	April 2004
c.	Develop and post 4 billboard advertisements	4,800	Billboard advertisements	Contractor	April 2004
d.	Develop and place ads in 6 newspapers	6,500	Newspaper ads.	Contractor	May 2004
e.	Develop and issue media alert and radio PSA	0	Media Releases	Contractor	June 2004
f.	Develop and post website	0	Website	Contractor	June-Aug. 2004
3	<u>WASTE TIRE AMNESTY DAY EVENT</u>				
a.	Prepare and coordinate event	7,510	Event Completion	Contractor/Staff	Feb – Apr 2005
b.	Direct traffic	1,000	Event Completion	Contractor/Staff	April 2005
c.	Unload and load tires	8,335	Event Completion	Contractor/Staff	April 2005
d.	Haul and recycle tires	8,000	Crumb Rubber Product	Contractor	April 2005
e.	Supervise event	450	Event Completion	Staff	April 2005
4.	<u>PROGRAM MONITORING AND EVALUATION</u>				
a.	Monitor program	4,255	Quality Control	Contractor/Staff	Feb – April 2006
b.	Evaluate event and program	3,950	Evaluation Report	Contractor/Staff	Feb – April 2006
	TOTAL:	\$50,000			

EVALUATION
(Criterion #4 – 5 points)

Measure the outcome of the applicants project.

(2 pts.) How will you evaluate and measure the interim progress and final outcome of your project? Provide details on how you will measure the success of the project.

Upon completion, the program will be evaluated to determine its success. First, survey information will be compiled and analyzed to determine what type of outreach was most successful, which communities had the most participation, and the general awareness of tire issues by residents. The tonnage of waste tires collected will be provided by the tire recycler and will indicate the level of participation by the community.

(1 pt.) If you encounter any challenges, how will you confront your challenges? Describe how you will overcome the challenges.

The County will work with the community, including participation in the Illegal Dumping Task Force, to determine if the outreach is effective and where any needed improvements could be made. Feedback by the town councils will determine if the objectives are being met, and adjustments will be made as necessary.

(2 pt.) Describe any evaluation reports that will illustrate the success of the project. (Who will receive the report? What information will it contain?)

The Contractor will be required to prepare a report which will include a summary and analysis of the amnesty day event and the survey on waste tire management and other issues. The Contractor will identify problems encountered in the implementation of the event and make recommendations for future improvements. The tire recycler will provide the amount of waste tires collected. These results and information will be analyzed, reported, and presented in a report to the County. The County will evaluate the information and prepare the required reports to the CIWMB based on the contractor's information.

List staff responsible for the project evaluation and evaluation reports:

Name: Bob Flat/ Civil Engineer

Phone Number: (777) 202-3112

Name: Kevin McTire/Public Works Associate

Phone Number: (777) 202-3113

**GENERAL CRITERIA
BUDGET ITEMIZATION FORM
(Criterion #5 – 10 points)**

Task 1	Item	Description (detailed)	Grant \$
EDUCATIONAL	Educational brochures	Print 5,000	0
MATERIAL	Distribute brochures		0
	Develop and print survey cards	\$50 /hr. X 40Hours; Design	\$2,000
	Survey participants at event		0
		Task 1 Total	\$2,000
Task 2			
EVENT	Develop flyers and print 5,000		\$3,200
OUTREACH	Distribute flyers		0
MATERIAL	Develop and post 4 billboard advertisements		\$4,800
	Develop and place ads in 6 newspapers		\$6,500
	Develop and issue media alert and radio PSA		0
	Develop and post website		0
		Task 2 Total:	\$14,500
Task 3			
AMNESTY DAY EVENT	Prepare and coordinate event		\$7,500
	Direct traffic		\$1,000
	Unload and load tires		\$8,335
	Haul and recycle tires		\$8,000
	Supervise event		\$450
		Task 3 Total:	\$25,295
Task 4			
MONITORING	Monitor program	Quality control	\$4,255
EVALUATION	Evaluate event and program	Evaluation report	\$3,950
		Task 4 Total:	\$8,205
		Total Project Cost	\$50,000

GENERAL CRITERIA
COMPLETENESS, LETTERS OF SUPPORT, EXPERIENCE, ETC.
(Criterion #6 – 5 points)

Completeness (2 Pts.)

Applicant must submit:

- X A completed and signed original and three (3) copies of the application; the original and three (3) copies must be marked as “original” and “copy.”
- X Application must be signed by the person whose title is designated in the Resolution, JPA, or MOU.
- X Original and three (3) copies must be double-sided and printed on recycled-content paper, and fastened in the upper left-hand corner (do not bind).
- X Application must include an approved resolution or a resolution timeline (see sample resolution) or a Joint Powers Authority agreement or Memorandum of Understanding (if applicable).

Letters of Support (1 Pt.)

Application packet includes at least three (3) letters of support for the project. For the purposes of this requirement, provide letters of support and/or commitment for your grant from local government (employees/officials), Board members, Board of Supervisors, etc., from entities other than your agency.

All letters of support must be submitted with your application packet.

Do not send letters to CIWMB separately.

Experience (2 Pts.)

Address the ability of the applicant to coordinate grant activities. Describe the project manager’s experience coordinating similar grants in the space below.

Attach Resume:

Bob Flat - Project Manager

Bob Flat currently serves as a Civil Engineer for the Environmental Programs Division of the County of Tire Ville Department of Public Works. He supervises 16 staff members and oversees the County’s compliance with the requirements of the California Integrated Waste Management Act of 1989. Mr. Flat oversees, among other programs, the waste tire management program, the departmental recycling program, yard waste program, business recycling program, and the residential recycling program. Mr. Flat was also the Project Manager for the Local Agency Playground and Track Surfacing Grant and the two Waste Tire Public Education and Amnesty Day Grants previously awarded by the CIWMB.

Kevin McTire- Assistant Project Manager

Kevin McTire is a Civil Engineer in the Environmental Programs Division of the County of Tire Ville Department of Public Works. He currently supervises four staff members involved in various programs including the waste tire management program, residential

recycling program, and the Division's website promotional campaign. Mr. McTire was also the Assistant Project Manager for the Local Agency Playground and Track Surfacing Grant and the two Waste Tire Public Education and Amnesty Day Grants awarded by the CIWMB. He has managed four waste tire collection events since 1999, including the April 2002 event.

Previous CIWMB Grant Awards

CHECK ONE BOX

☒ Using the table on the following page, list all CIWMB grants received in the past three fiscal years (2000/2001, 2001/2002, 2002/2003).

OR

☐ This agency has not received grants from CIWMB in the last three fiscal years (2000/2001, 2001/2002, 2002/2003).

SUMMARY OF CURRENT AND PREVIOUS CIWMB GRANT AWARDS

For Fiscal Years 2000/2001, 2001/2002, 2002/2003 only

Type of Grant	Agreement Number	Grant Award \$	Brief Program Description (1-2 Sentences)	Audit Results? (date/ agency)
Waste Tire Public Education and Amnesty Day	TR17-01-1101	\$20,000	Conduct amnesty day event and public outreach to reduce illegal dumping of waste tires in the Dump Your Tires Valley.	No
Used Oil Recycling Block	UBG7-01-3232	\$400,000	Through the Used Oil Media Campaign, encourages the public to properly dispose of used motor oil at collection centers.	No
Used Oil Recycling Block	UBG8-02-4444	\$400,000	Through the Used Oil Media Campaign, encourages the public to properly dispose of used motor oil at collection centers.	No
Playground and Track Surfacing	TR 24-02-8989	\$25,000	Used recycled waste tires for improvements (rubber tiles, rubberized asphalt, and poured-in-place crumb rubber) at the Recycled Waste Tires Park.	No

**GENERAL CRITERIA
RECYCLED-CONTENT PURCHASING POLICY OR DIRECTIVE
(Criterion #7 - 15 points)**

Definition of recycled-content purchasing policy or directive: Either 1) a policy which specifies purchasing recycled-content products instead of non-recycled products whenever price, quality, and availability are comparable or 2) a directive or memo instructing recycled-content purchasing practices. Examples include: a re-refined oil purchasing policy or a more general "recycled-content" procurement policy. See Appendix A – Sample Procurement Policies.

(4 pts.) Does your jurisdiction have a recycled-content purchasing policy or directive?

Yes ☒ No ☐

Date policy or directive was adopted: March 15, 1997 (The policy/directive may be adopted during the application process.)

(5 pts.)

Check the boxes that correspond with types of recycled or re-used products the jurisdiction has previously purchased or used.

- | | | |
|-----------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Office paper supplies | <input checked="" type="checkbox"/> Furnishings: benches, tables, chairs | <input type="checkbox"/> Shipping boxes |
| <input type="checkbox"/> Toner cartridges | <input checked="" type="checkbox"/> Leisure/play equipment | <input checked="" type="checkbox"/> Finishes: paint, wall coverings |
| <input checked="" type="checkbox"/> Construction/building materials | <input checked="" type="checkbox"/> Floor coverings | <input checked="" type="checkbox"/> Re-used concrete, asphalt, brick |
| <input checked="" type="checkbox"/> Re-tread tires | <input checked="" type="checkbox"/> Compost/mulch | <input checked="" type="checkbox"/> Re-refined oil |
| <input checked="" type="checkbox"/> Janitorial paper products | <input checked="" type="checkbox"/> Containers/storage systems | <input type="checkbox"/> Others, please list |
| <input checked="" type="checkbox"/> Rubberized asphalt concrete (RAC) | | |

List equipment/vehicles using re-refined oil: County cars, trucks and equipment

(2 pts.) Evaluate your Recycled-Content Purchasing Policy or Directive

1. What areas need improvement?

The County is continuously looking for improvements to enhance its recycled-content purchasing policy. Currently the County feels that its policy is very effective given today's market and the cost of goods. There is a total of 26 cities in the County's Cooperative Purchasing Program which as of May 15, 2002, has purchased more than 365,000 cases of paper. The Tire Ville County Procurement Programs also received a Trash Cutters Award for 2000.

(2 pts.) What aspects have been successfully implemented?

Recycled-Content Bond Paper

The County's Cooperative Purchasing Program began in March 2000 and has attracted many cities. As noted, their combined purchasing has led to more than 365,000 cases of paper being purchased. This has resulted in a savings of approximately \$260,000.

The County has been recognized as having some of the best effective and sustainable waste reduction programs in California. Most of these programs have received awards and have been

recognized for their positive contributions to the environment. These award-winning programs have been recognized by organizations and agencies including the CIWMB, who in selecting its winners considers the program's cost-effectiveness, innovation in ideas and technologies, and usefulness to other jurisdictions.

Rubberized Asphalt Concrete and Rubberized Emulsion Aggregate Slurry

Since 1993, the County has applied rubberized asphalt concrete and rubberized emulsion aggregate slurry to more than 2,788 lane miles of roads, diverting more than 2.2 million tires from disposal.

County Programs

The following programs have received the CIWMB's Trash Cutter Awards or have received recognition:

- Residential Recycling Public Education Program
- County Departmental Recycling Program
- Waste Tire Recycling Program
- Countywide Yard Waste Program
- SmartBusiness Recycling Program
- School Education Program
- Environmental Resources Website
- Project Isaiah

If the applicant receives a grant award, as part of the final report they will be required to provide information on the amount of recycled-content products purchased such as paper, re-refined oil, paint, compost, etc. that are used in the performance of the contract (required as part of Public Contract Code Sections 10308.5 and 10354).

PROGRAM CRITERIA
RECYCLING AND SUSTAINABLE PRACTICES PROGRAM
(Criterion #8 - 5 Points)

Provide evidence that a recycling and a sustainable practices program has been developed and implemented by the public entity to recover materials from the waste stream. Provide evidence that the program mitigates or avoids adverse environmental effects.

(3 pts.) Explain how the applicant handles easily recycled internal waste such as paper, bottles, and cans. Describe how the applicant integrates waste management and recycling practices into its special events and/or recreational programs at the project location. How does the applicant's recycling program lessen or avoid unfavorable environmental effects?

County Departmental Recycling Program

The County Departmental Recycling Program, designed to help County departments recycle materials generated at their facilities to the extent economically feasible, was initiated in May 1990. At that time, only 16 departments were involved in some type of recycling and recycled an average of 62 tons of paper per month. During 2000 and 2001, most County departments were active participants and recycled over 2,800 and 3,200 tons of paper, respectively. Also, the County recycled green waste through the Tree Trimming Recycling Program which requires the recycling of tree trimmings in its road tree trimming contracts. Other materials recycled by County departments include aluminum, glass, laser toner cartridges, metal, newspapers, phone books, cardboard, microfiches, plastic bottles, other plastics, motor oil, and green waste.

Additionally, County departments reduce office waste through a variety of waste prevention techniques including double-sided copying and printing; using blank sides of used paper as scratch pads; sharing and making fewer copies of documents; using "Post-it" fax notes and similar fax transmittal forms; using electronic mailing; accessing reports/forms online; proofing documents online; reusing packaging materials, file folders, envelopes, and binders; and participating in the Countywide Surplus Property Redistribution Program for reuse and recycling of salvageable County property.

Residential Recycling

In 1992, the County passed Recycling Ordinance No. 92-0001, establishing curbside recycling in specified County unincorporated communities. This Ordinance required waste collectors servicing unincorporated communities to provide curbside recycling services and allowed the Department of Public Works to expand recycling to other communities. Curbside recycling began in 1993 and was subsequently expanded to all unincorporated areas. Materials collected include newspaper, junk mail, cardboard, magazines, telephone books, plastics, glass, aluminum, tin, and green waste.

(2 pts.) Evidence of performing sustainable practices (Sustainable practices are procedures that result in resource conservation and/or efficiency.) Check the boxes that correspond to the sustainable practices your agency participates in.

- | | | |
|-----------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Grass Cycling | <input checked="" type="checkbox"/> Composting / Mulching | <input type="checkbox"/> Sustainable Construction |
| <input type="checkbox"/> Integrated Pest Management | <input checked="" type="checkbox"/> Water-Efficient Landscaping | <input checked="" type="checkbox"/> Demolition / Debris Recycling |
| <input type="checkbox"/> Renewable Energy | <input type="checkbox"/> Energy Efficiency | <input type="checkbox"/> Green Operations Maintenance |
| Other, describe: | | |

PROGRAM CRITERIA
TIRE DISPOSITION
 (Criterion # 9 - 15 points)

Describe the ultimate end point of the collected tires in terms of the percentage of tires that will be reused/recycled, se for energy recovery, or disposed at a landfill. Please use the Tire Disposition calculations table provided below.

Example:

Percentage of tires used for:					
Reuse/Recycling: 70%	x	15 points	=	10.5 points	
Energy Recovery: 10%	x	7 points	=	.7 points	
Use at Landfill: 20%	x	3 points	=	<u>.6 points</u>	
Total points awarded			=	11.8 points	

TIRE DISPOSITION CALCULATIONS TABLE

TIRE REUSE/DISPOSAL	PERCENT		POINTS		TOTAL
Reuse/Recycling	<u>100</u>	X	15 pts.	=	<u>15</u>
Energy recovery	_____	X	7 pts.	=	_____
Use at landfill (ADC, leachate collection, etc.)	_____	X	3 pts.	=	_____
Landfill disposal * (With justification; see below)	_____	X	2 pts.	=	_____
Landfill disposal (No justification)	_____	X	0 pts	=	_____
TOTAL POINTS CLAIMED (Check calculations!)					_____

* If there are no uses for tires other than disposal within a reasonable distance, provide justification:

**PROGRAM CRITERIA
COST PER TIRE
(Criterion # 10 - 5 points)**

The estimated cost per tire in the disposal, recycling, processing, or conversion activities.

Using Amnesty Day Event grant funds, provide a calculation on the cost per tire. Amnesty Day costs include: disposal, recycling, processing, or conversion activities.

NOTE: If the applicant does not provide an accurate calculation, zero (0) points will be awarded for this criterion.

Include cost of collection, hauling, disposal, and/or tipping fees associated with the Amnesty Day events. Do not include cost of developing, producing, and distributing educational materials.

_____ / _____ = _____
Amnesty Day cost (divided by) number of tires total cost per tire

Example is based on the sample Budget Itemization Form provided in the Appendices (only eligible grant monies can be used in the calculation). Funds for educational materials must not be used for these calculations. Only costs for the Amnesty Day Events must be used. (See Application Information and Instructions page 6 for description of eligible and ineligible costs.)

_____ / _____ = _____
\$35,142 (divided by) 10,000 \$3.52
Amnesty Day cost number of tires total cost per tire

**PROGRAM CRITERIA
SPECIAL PRODUCTION COST
(Criterion # 11 – 5 points)**

Costs for the production, including translation and outreach, of multi-lingual materials.

- ☒ 5 pts. Budget itemization includes production and distribution costs for multi-lingual outreach materials.
- ☐ 0 pt. Budget itemization does not include costs for multi-lingual outreach materials.

**PROGRAM CRITERIA
ENVIRONMENTAL JUSTICE
(Criterion # 12 - 5 points)**

Local government's plan to include projects in low income and/or underserved (see definition) communities. Provide justification if you are claiming five (5) points for this Criterion.

- ☒ 5 pts. Local Government Education and Amnesty Grant Program includes projects in low income and underserved communities.
- ☐ 0 pt. Local Government Education and Amnesty Grant Program does not include projects in low-income areas or underserved communities.

Justification for five (5) points:

**CONDITIONAL PROGRAM CRITERIA
PRIOR WASTE TIRE PUBLIC EDUCATION AND AMNESTY DAY GRANT
(Criterion # 13)**

In the event that there are more passing applicants than funding available, five (5) points will be awarded to the applicants who have not received a Waste Tire Public Education and Amnesty Day Grant in either of the last two grant cycles (FY 2001/2002 and/or 2002/2003).

CHECK ONE BOX

(0 pts.)

- ☒ This entity has been awarded a Local Government Public Education and Amnesty Day grant funded from the California Tire Recycling Management Fund offered by CIWMB during either of the last two grant cycles (FY 2001/2002, and/or 2002/2003).

OR

(5 pts.)

- ☐ This entity has not been awarded a Local Government Public Education and Amnesty Day grant funded from the California Tire Recycling Management Fund offered by CIWMB during either of the last two grant cycles (FY 2001/2002, and/or 2002/2003).

Please submit an approved resolution with your application or the following acknowledgement.

- | | |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | Approved resolution enclosed in the application. |
| <input type="checkbox"/> | We acknowledge that the approved resolution must be received by CIWMB PRIOR to the award of the grant agreement. Our governing body will consider this resolution on: _____
(Must be before October 31, 2003). |

SAMPLE RESOLUTION

WHEREAS, Senate Bill 876 (Escutia, Statutes of 2000, Chapter 838) authorizes the California Integrated Waste Management Board to establish a grant program to provide opportunities to divert waste tires from landfill disposal, prevent illegal tire dumping, and to promote markets for recycled-content waste tire products; and

WHEREAS, the California Integrated Waste Management Board has been delegated the responsibility for the administration of the program within the State, setting up necessary procedures governing application by California cities, counties, city and county, special districts or political subdivisions thereof, and Federally recognized California Indian tribes; and

WHEREAS, said procedures established by the California Integrated Waste Management Board require the applicant to certify by resolution approval of the application before submission of said application to the State; and

WHEREAS, if awarded a grant, the applicant will enter into an agreement with the State of California for development of the project.

* NOW, THEREFORE, BE IT RESOLVED that the (Title of Governing Body) authorizes the submittal of an application to the California Integrated Waste Management Board for a FY 2003/2004 Local Government Waste Tire Education and Amnesty Day Grant Program. The (Title of Official) of the (Name of Jurisdiction) is hereby authorized and empowered to execute in the name of the (Name of Jurisdiction) all necessary applications, contracts, agreements, amendments and payment requests hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

The foregoing resolution was passed by the (Title of Governing Body) day of _____, _____. Effective _____, _____.

ATTEST:

Signed: _____ Date: _____
(Name and Title of Official Authorized to Sign Resolution)

* The wording in this paragraph is appropriate for a jurisdiction applying individually. See below for alternative wording for regional program resolutions.

Lead Applicant for a Joint Powers Authority agreement: NOW, THEREFORE, BE IT RESOLVED that the (Lead Applicant) authorizes the submittal of a regional application on behalf of _____, _____, _____, _____ and _____ to the California Integrated Waste Management Board for a Local Government Waste Tire Education and Amnesty Grant. The (Title of Official), or designee, is hereby authorized and empowered to execute in the name of the above named entities all necessary applications, contracts, payment requests, agreements and amendments hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

Cooperative Project Participants: NOW, THEREFORE, BE IT RESOLVED that the (Title of Official) of (Name of Jurisdiction) authorizes the (Title of Lead Jurisdiction Official) of (Lead Jurisdiction) to submit to the California Integrated Waste Management Board a regional application for the Local Government Waste Tire Education and Amnesty Grant on its behalf. The (Title of Official) of (Lead Jurisdiction) is hereby authorized and empowered to execute all necessary applications, contracts, payment requests, agreements and amendments hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

APPLICATION SUBMITTAL

Applicants must mail a completed and signed **original and three copies** of the application to the address below. Identify the original application with a mark or stamp indicating "original" and mark or stamp the copies, "copy." The original and three (3) copies must be typed in a font of no less than ten (10) point, printed on recycled-content paper, double-sided and fastened in the upper left-hand corner (do not bind the applications).

Applications submitted to CIWMB must be postmarked or exhibit a commercial carrier tracking number dated by **Friday, August 8, 2003**. Applications postmarked or exhibiting a commercial carrier tracking number dated after **Friday, August 8, 2003**, will not be accepted and will be returned to the applicant. **Hand delivered, faxed or E-mailed applications will not be accepted at any time.**

Other than the Resolution, missing or corrected information received after the deadline will be returned to the applicant and will not be considered. It is the applicant's responsibility to ensure that the application is submitted on time to CIWMB.

The following is the U. S. postal mailing address:

**California Integrated Waste Management Board
Local Government Waste Tire Public Education and Amnesty Day Grant
Financial Assistance Branch, Grants Administration Unit
ATTN: Phil Poon
P.O. Box 4025, MS 10
Sacramento, CA 95812-4025**

The following physical address is necessary for applications sent by commercial carrier:

**California Integrated Waste Management Board
Local Government Waste Tire Public Education and Amnesty Day Grant
Financial Assistance Branch, Grants Administration Unit
ATTN: Phil Poon
1001 "I" Street, 19th Floor, MS10
Sacramento, CA 95814**

